

Notes from 2012 Workforce Development Sessions

General -- Financial Literacy -- Entrepreneurship and Small Business -- Computer Literacy
Financial Literacy -- Job Seeking -- Storytelling -- Partnerships

WebJunction – Workforce Services

<http://www.webjunction.org/explore-topics/workforce-resources.html> here you can find ideas, documents, webinar archives and materials developed by other libraries to use in workforce recovery.

General Info

- Ex-offenders, Michigan Council on Crime and Delinquency - <http://miccd.org/>
- Event Brite – free online registration system. Used by Grand Rapids Public Library
<http://www.eventbrite.com/>
- HootSuite – manage your social networking communications across platforms all from one place. <http://hootsuite.com/>
- Zamzar – free online file conversion, helpful with MI Works resume documents.
<http://www.zamzar.com/>
- Mail Chimp – email marketing <http://mailchimp.com>
- Constant Contact – email marketing www.constantcontact.com
- Library of Michigan Workforce Development Summit -
http://www.michigan.gov/libraryofmichigan/0,2351,7-160-18668_58063---,00.html
- Presenter Ideas – Americorps service members, Agricultural extension agents, and community mental health offices.
- General online learning sites –
 - Self Made Scholar Learn Free website – <http://selfmadescholar.com> Compilation of free classes online.
 - Open Culture – the best free cultural and educational media on the web
<http://www.openculture.com>

- Academic Earth – free online classes and learning tools. <http://www.academicearth.org>
- Practic4GED.com – prep test for GED test. Site also offers low cost iPhone and iPad apps for the test as well as individual sections of the test. <https://secure.practice4ged.com/index.html>

Workshop attendee comments:

Make sure you community is aware of the ongoing programs at the library. Use email to contact patrons signed up for classes if they registered using email. Send reminders.

Financial Literacy

- Michigan Office of Financial and Insurance Regulation – OFIR
http://www.michigan.gov/lara/0,4601,7-154-35299_10555---,00.html

This is a link to a program being offered at Howell District Library on financial literacy. They partnered with the Michigan Office & Insurance Regulation for this program.

http://www.howelllibrary.org/getting_smart_about_goal_setting_and_spending.htm

- Smart Money Week – <http://www.chicagofed.org/webpages/education/msw/ala.cfm>

Smart Money Week Webinar – free online webinar for libraries interested in participating in Smart Money Week 2013. Webinar will be held on October 18 from 3-4pm EST.

<http://www.ala.org/offices/money-smart-week>

- Asset Independence Coalition - <http://assetindependencecoalition.org/> serving Ingham County.
- Bank On Mid-Michigan – serving Clinton, Eaton, and Ingham counties
<http://bankonmidmichigan.org/> The Asset Independence Coalition (AIC), Ingham County Treasurer's Office and the City of Lansing are working with financial institutions and community organizations to provide residents of mid-Michigan better access to low-cost, high quality financial products and services and free financial education. (There may be similar organizations in your area.)

- FINRA – Investor Education Foundation www.finrafoundation.org FINRA operates a Smart Investing @ Your Library grant program to provide funds to help patrons access resources. The web site also provides learning materials and education modules you can use with patrons.

Workshop attendee comments:

Create foreclosure packets of information to hand out to patrons wanting information to take away. This helps them not have to print everything and is helpful for those that don't have computer access at home.

Topics for financial literacy workshops – investing, pay day loans, foreclosure.

Small Business & Entrepreneurship

- Score - <http://www.score.org/>

Late this summer we heard via Donna Olson at Howell District Library that the Ann Arbor chapter of SCORE planned to begin offering free live webinars and Skyped video conferencing for their one on one business mentoring consultations. From an email from Donna -- "This is targeted to the small(er) libraries in Michigan which happen to be in the small(er) communities that may not have access to a local SCORE counselor/mentor as we do. All the library would need is a computer, high speed internet and a webcam (\$30 and up at Best Buy <http://tinyurl.com/co7qj9w>). The session can be projected onto a big screen, if the library has access to the equipment. If they don't have it, perhaps the local school system would share."

- MI-SBTDC – Michigan Small Business & Technology Development Center, <http://misbtadc.org/>
- Library-Biz Connect – mission of the Library-Biz Connect is to provide access to a network of business and support services for new and existing small businesses. Read a press release about Library-Biz Connect
<http://www.mla.lib.mi.us/files/10MLA1111KennedyLibraryPartnerships4.pdf>

Workshop attendee comments:

Staff don't always see follow-up by patrons from entrepreneurship classes.

Many business-related questions concern how to get start-up financing.

Try a book group about business books.

Have a networking time during lunch for small business interested patrons.

Business Tech Lunch – during lunch hour offer program of interest to business community. (Herrick District is doing this.)

Computer Literacy

- CO Tech Training – lesson plans and competencies for both library staff and patrons.
http://www.webjunction.org/news/webjunction/Tech_Training_for_Libraries.html
- Goodwill – www.211.org
- Learning Express resources in MeL.org
Learning Express Library
<http://www.learnatest.com/lel/?HR=http://www.mel.org>
- Lynda.com – online software training. Many advanced applications. Must purchase licenses for seats of use. Currently used by Herrick District Library.
- GCFLearnFree.org - Goodwill Community Foundation Free Online Classes. Learning opportunities to improve technology, literacy and math skills to be successful in work and life.
www.gcflearnfree.org
- Power My Learning- web site with free online educational activities. Includes computer programming, using technology and your life sections. <http://powermylearning.com>

Workshop attendee comments:

Teach WordPress a computer class for small business oriented patrons.

East Lansing Public is providing one on one time for patrons requesting help with tech issues. They use 2 staff members to do this.

Job Seeking

- Job & Career Accelerator in Mel.org <http://jca.learnatest.com/lel/?HR=http://www.mel.org>

Workshop attendee comments:

Work with a local jobs center to set up networking opportunities for patrons. See if there are groups for different industries such as healthcare or technology.

Open up your computer lab just for job seekers one extra hour a week for help specifically with job searching activities.

Program idea: Have a job recruiter or volunteer from local organization staff a career counseling day at the library.

Put 10 things to do or not to do on a dry erase board near job search area. Patrons are not taking time to read long articles. Give them short snippets.

Create resume packets so patrons can walk out with information to help them create a resume or mull things over before coming back to the library to use the computers for creating the actual document.

Storytelling

- Telling the Library Story – from WebJunction
http://www.webjunction.org/documents/webjunction/Telling_the_Library_Story.html
- Telling the Library Story - WebJunction Webinar Archive, focuses on turning the evidence of our daily patron encounters into short, compelling, and memorable messages that build support.
http://www.webjunction.org/events/webjunction/Telling_the_Library_Story.html
- Upcoming free webinar, Nov 14. Energize Your Base: Tips and tools to raise awareness and build support for library services. A webinar exploring ways to increase your community's awareness of library services and of how those services are changing lives.
http://www.webjunction.org/events/webjunction/energize_your_base.html

- Series of articles on telling your story --

Expanding Your Story, Finding Their Stories

http://www.webjunction.org/documents/webjunction/Expanding_Your_Story_Finding_Their_Stories.html

The Storied Library: Filling in the Story

http://www.webjunction.org/documents/webjunction/The_Storied_Library_Filling_In_the_Story.html

Telling the Library Story -

http://www.webjunction.org/documents/webjunction/Telling_the_Library_Story.html

What's Your Story -

http://www.webjunction.org/documents/webjunction/Whats_Your_Story_.html

The Storied Library, Developing Your Story

http://www.webjunction.org/documents/webjunction/The_Storied_Library_Developing_Your_Story.html

- BHAG, Big, Hairy, Audacious, Goal – Colorado Public Library Advocacy Initiative
<http://bhagcolorado.blogspot.com/> Find advocacy initiatives and tools on the site
 Libraries change lives. How? Through our passionate advocacy for literacy and lifelong learning.
 Libraries build community. How? By providing public space and encouraging citizen engagement.
 Libraries mean business. How? By helping people find jobs and helping entrepreneurs create them.
 Libraries are a smart investment. How? We are a cooperative purchasing agreement that has a great return on the investment.

Partnerships

- Tennessee State Library – LibGuides created for all aspects of Workforce Development are available on their site, <http://tsla.libguides.com/content.php?pid=202163&sid=1689600>

The Marketing and Partnerships Tab has letter templates for potential partners, volunteers and publicity help. <http://tsla.libguides.com/content.php?pid=202163&sid=1697636>

- Rotary International – community based service club www.rotary.org

Workshop attendee comments:

Chamber of Commerce is a potential partner.

Take part in your local Community Foundation to find a place at the table and make contacts.

Another idea for partnering is to have library staff go out to neighborhood organizations in your community and train the organization staff on the library workforce resources as well as other library resources. Often the community organizations are providing one-on-one assistance to residents in need and these staff members would benefit from knowing more in-depth information about the library resources. They would in turn direct their clients to the library for resources. Organizations like this also provide sessions for clients and the library may be a welcome presenter for a program.

Projects from Michigan Libraries

- Economic necessity is the mother of re-invention
http://www.webjunction.org/documents/webjunction/Economic_necessity_is_the_mother_of_reinvention.html

Capital Area District Library in Lansing has strong ties with the local Lansing MI Works office. A libraria often goes to the workforce office and is also involved in networking meetings with job seekers at the center. The library has a brochure rack now at the MI Works center filled with CADL resource materials. This provides a seamless connection to users of the MI Works center and the library. Contact Eunice Borrelli at CADL for more information.